

America's Famous Toy Children"

BILLY

REG. TRADEMARK

AND

RUTH

1957

Billy

Ruth



Our Dear Little Friends,

This is truly your toy book! In it we put pictures of all the toys we thought you'd like best after reading the letters you sent to us. We described each toy, too, and then sent it on (with your letters) to Santa.

Was he tickled! He decided to publish it—and here it is, sent to you by your good friend, and ours, your Billy and Ruth dealer!

The toys are the "last word"! They're made by America's most famous manufacturers!

So that grown-ups like Mom and Dad will know whether they're "just right" for you, we marked each toy for the age group that usually likes it best.

Your good friends,
Billy and Ruth

P. S. BE SURE TO FILL IN THE COUPON ON PAGE 2 AND SEND IT BACK TO US SO THAT WE CAN BE GOOD FRIENDS AND WRITE TO EACH OTHER.

FENSTERMACHER'S TOYLAND

Use Our Lay-Away Plan

Phone OV 3-6241

KUTZTOWN, PA.



*An Open Letter to
Our Thousands of
Friends Everywhere*

Dear Little Friends:

For many years we have been receiving letters from you and just love writing back to you. We hope you will join our friends and send in the coupon below.

When you write to SANTA CLAUS send it to us at Box 333, Phila. 5, Pa. and we'll send it to him right away.

If you want to receive the first three issues of our new BILLY and RUTH MAGAZINE send 25¢ in coin or postage to us and we will make sure you get them.

Your good pals,
Billy and Ruth

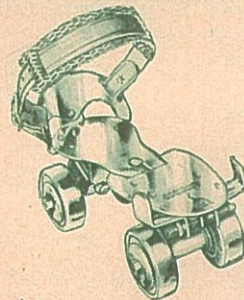


4-74

Every boy will want to use the same glove Billy uses!

BILLY GLOVE (5 years and up)
Wow! A real neat top grain cowhide leather fielder's glove. Built in moulded pocket inner greased. Hinged pad, wide web, inner laced at fingers. Ask for 2BR1

The first love of boy and girl!



ROLLER SKATE (4 years and up)
For boys and girls! Ruggedly constructed for smooth speed! Extra high heel back hugs heel. Two-piece leather strap. Almost like flying! Ask for 2BR2



You'll want one!

19.95
TYPEWRITER (7 years and up)
A nifty typewriter for junior businessmen. Type your school compositions and letters! Takes standard size letterhead. 84 letters and numbers. Ask for 2BR3

Dear Santa:

I sure would love to have you leave these under my tree:

_____ page _____
 _____ page _____
 _____ page _____
 _____ page _____
 _____ page _____
 _____ page _____
 _____ page _____
 _____ page _____
 _____ page _____

Send to us at Box 333, Phila. 5, Pa., before December 10, and we'll send it to Santa by special messenger!
BILLY & RUTH

Cut out and send to Billy & Ruth, Box 333, Phila. 5, Pa.

My Name Age

Address

Name of Dealer

Address

COM' ON...GET ON
OUR
TRAIN

WE'LL SHOW YOU LOTS
OF PRE-SCHOOL FUN!

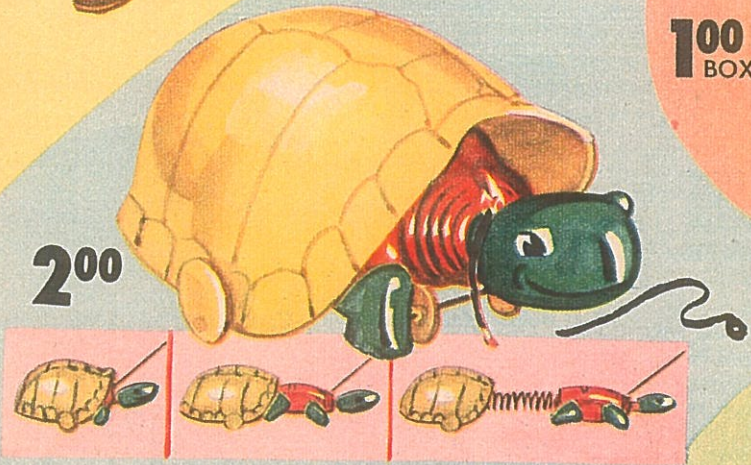
GIANT NESTED BLOCKS (1 to 6 years)
Just what you wanted—they stack to nearly 4 feet!
Make them into a train, or use one for a TV seat.
Climb and jump on them. Colorful, with pictures.
By National Games.
Ask for 3BR1.

4⁹⁸



1⁰⁰
BOX

PLAY-DOH (3 to 10 years)
A beautiful treasure from Captain Kangaroo! Model a
bunny rabbit, a moose, even Mr. Greenjeans! Non-toxic,
clean, won't stain. Will harden in oven. Three colors.
By Rainbow Crafts.
Ask for 3BR2.



2⁰⁰

MR. WIGGLE'S TURTLE
(2 to 5 years)
You will love him! He pops in and out of
his shell wearing red "longies." His head
bobs and quivers. He loves to be pulled.
Colorful. Durable plastic. By Wilkening.
Ask for 3BR3.



COSTUME FUN
(3 to 5 years)
Change heads and
each of 2-piece costs-
tumes by turning
wheels. See how
many different little
people you can make and how
funny some can be. Lots of fun!
By Mastercraft.
Ask for 3BR4.

1⁰⁰



MR. WIGGLE'S MINUTE MOUSE
(2 to 5 years)
Everytime the wheels go round the mouse
runs up and strikes the clock and it sounds
"BONG!" It's Hickory Dickory Dock come
alive! High impact plastic. By Wilkening.
Ask for 3BR5.

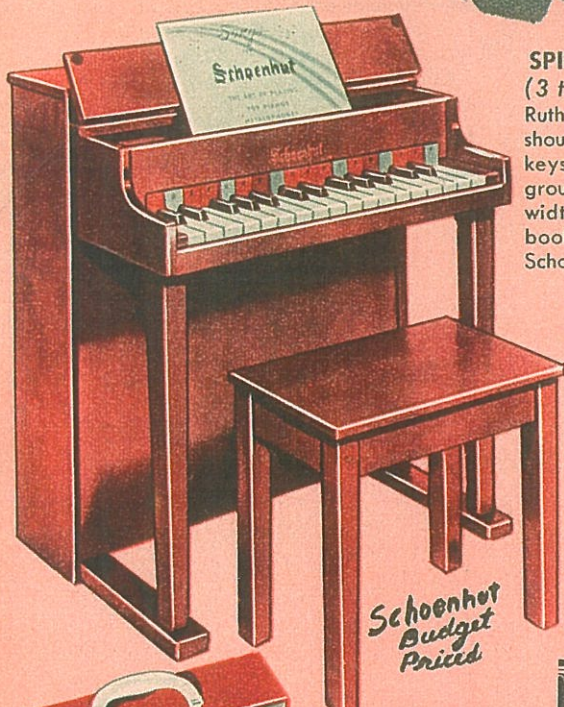
2⁰⁰



THE LITTLE SCHOOL (3 to 5 years)
Recognize at sight 30 colored pictures in 3 school
windows. Learn colors of school-house path's
cobblestones. Learn numbers 1 to 9. All the thrills
of a KINDERGARTEN! By Mastercraft.
Ask for 3BR6.

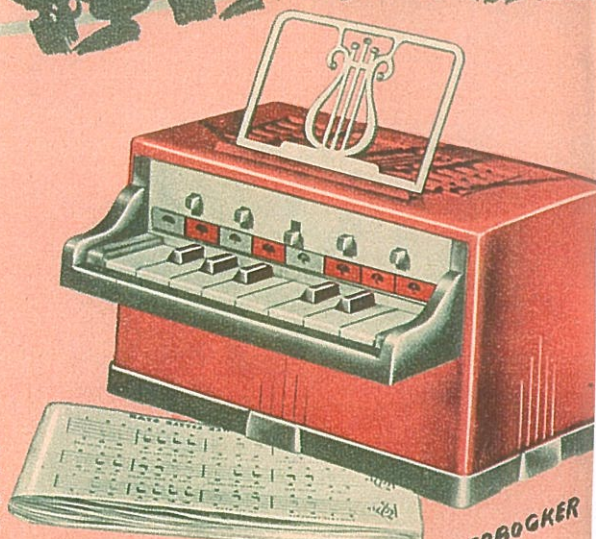
1⁰⁰

Here's an invitation to do a little Music Makin'!



SPINET PIANO AND BENCH
(3 to 6 years) 22 inches high. Ruth says every girl and boy should have one! Has 30 plastic keys, 2½ full octaves. Precision ground tone rods with standard width keys. Color chart and music book with notes in color. By Schoenhut. Ask for 4BR1.

*Schoenhut
Budget
Priced*



ELECTRONIC BELL ORGAN
(5 years and up)
It's a sensation! Rich tones, velvety touch keyboard controlled by electric mechanism. Organ case is hi-impact styrene. Music book with 16 selections. Less batteries. By Knickerbocker. Ask for 4BR2.

12⁹⁵

KNICKERBOCKER



**PORTABLE PHONOGRAPH—
THE PLAYMATES**
(3 to 12 years)

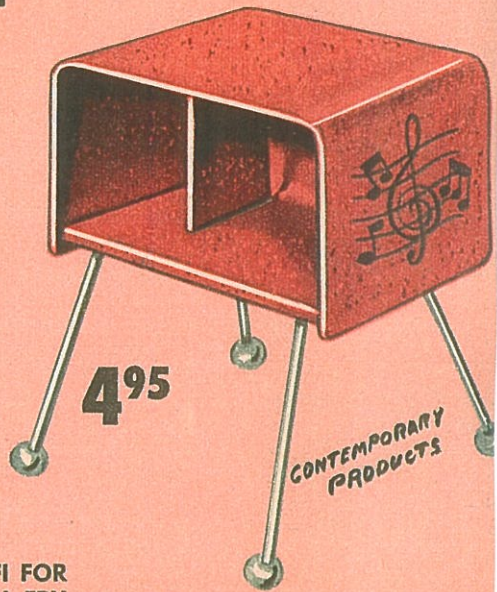
Nothing like a little music! And nothing for it like this registered lifetime guaranteed phono with heavy-duty AC motor, accurate volume control. U.L. Approved. 78 RPM. In attractive case. With needles. By Vanity Fair. Ask for 4BR3.

Exceptional Value



KIDDIE CONSOLE
(2 to 14 years)

A special place for both records and record player. Holds 200 records. Blue with red decoration; 20 inches high, 16 wide. Hard-board durable construction, wood legs. Doubles as play table or desk. By Contemporary Products. Ask for 4BR4.



4⁹⁵

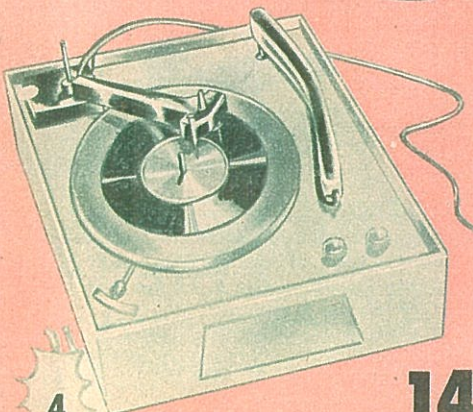
*CONTEMPORARY
PRODUCTS*



**HI-FI FOR
SMALL FRY** (2 to 12 years)

What an assortment! Eight records in each set: MOTHER GOOSE LAND, MUSICAL FESTIVAL and PARTY TIME. Also record storage rack, hi-fi cloth, needles, "Introduction to Music" booklet. 78 RPM. By Pickwick. Ask for 4BR5.

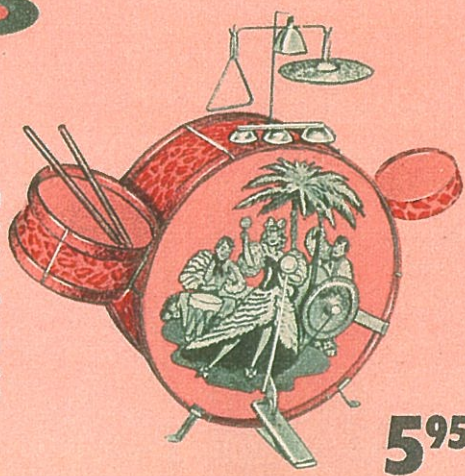
*Your
Choice
300 Pickwick*



**ANDY GARD
HOME VOICE
RECORDER**

(7 to 14 years)
It's electronic! Record holiday messages, have fun with voices. Recording arm, head, microphone, 3 blank records included. Attach to your fono turntable, record at any speed. Less batteries. By General Molds & Plastics. Ask for 4BR6.

14⁹⁸



TRAP DRUM SET
(4 years and up)

You can be king of jazz and swing! You'll love the three cloth head drums (20½, 9 and 6¼ inches in diameter), cymbals, large triangle, bells, drum sticks. By Ohio Art. Ask for 4BR7.

5⁹⁵

GET THE FAMILY TOGETHER



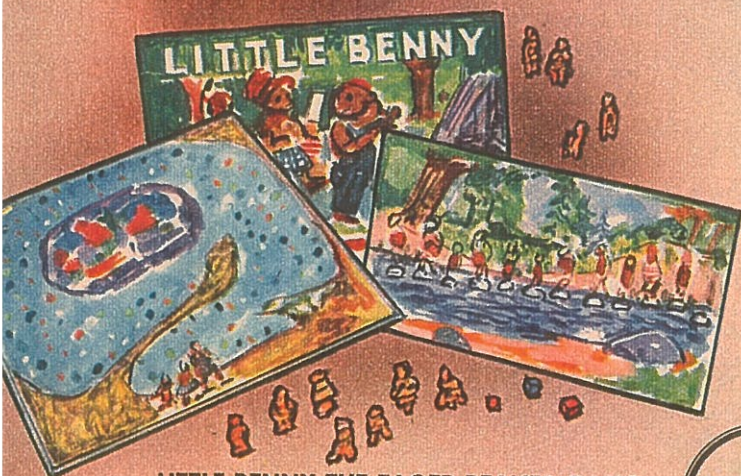
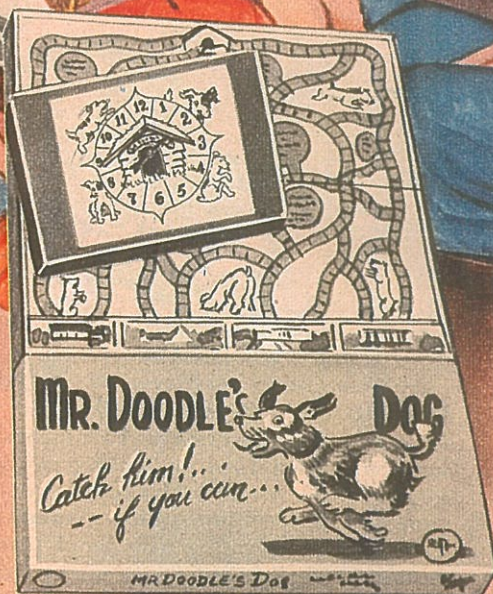
ELECTRIC BASEBALL
(5 to 12 years)
You're up to bat! Release the spring bat and watch bulbs light to show hits, home runs, outs. Automatic score keeper totals runs. Durable. Battery not included. By Electric Game Company. Ask for 5BR1.

14⁹⁸

MR. DOODLE'S DOG
(5 to 12 years)

Watch out! Mr. Doodle's Dog is clever—he'll steal a bone right out of your home! Try and catch him. Includes plastic pawns, dog carrying bone in mouth. By Selchow & Righter. Ask for 5BR2.

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LITTLE BENNY THE EAGER BEAVER GAME
(3 to 6 years)

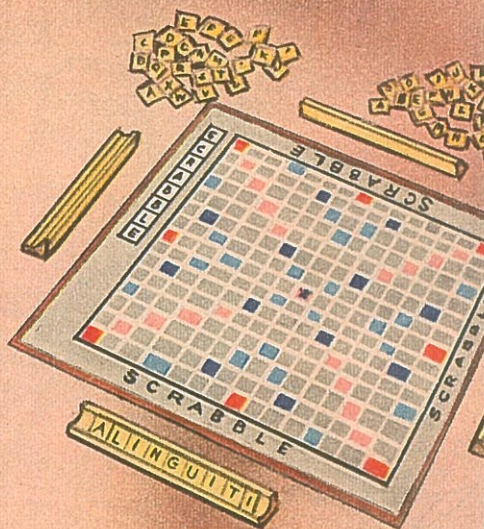
Papa, Mama and Little Benny Beaver must get to their winter home. Get them there first and you'll win! You don't have to read; plays are made by color cubes. By Selchow & Righter. Ask for 5BR4.

2⁰⁰



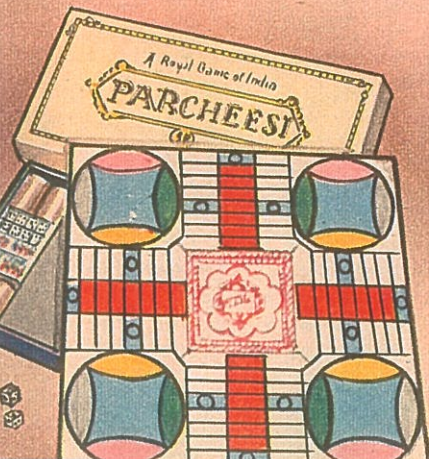
SCRABBLE
(12 years and up)
It'll be a sensation in your family too! Place your tiles to best advantage! Make highest score in forming words on playing board. For 2, 3, 4 players. By Selchow & Righter. Ask for 5BR3.

3⁰⁰



MR. REE
(8 years and up)
It's a who-done-it! Was it done by knife, poison, revolver, hatchet? A different plot everytime you play. Plastic character pawns conceal weapons. 4 to 7 players. By Selchow & Righter. Ask for 5BR6.

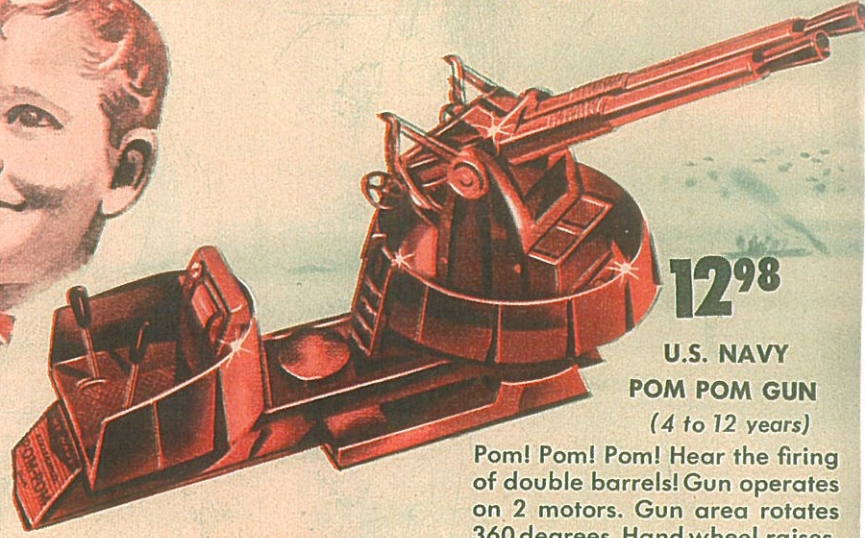
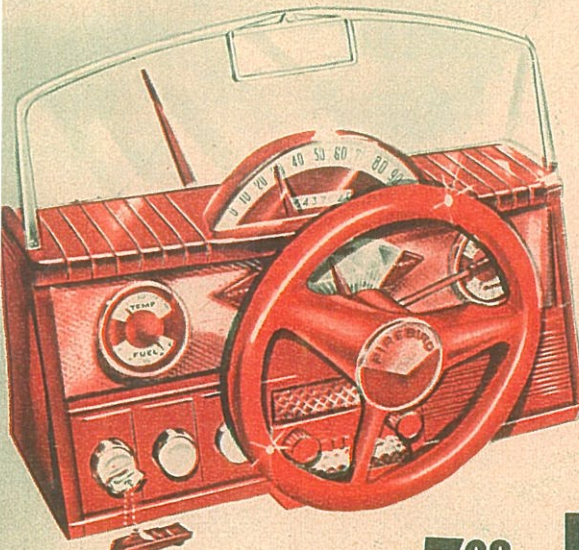
3⁵⁰



PARCHEESI
(8 years and up)
One of the most popular games! Each player wants to be first to bring his men home. Don't let them be captured! Play by throws of dice. By Selchow & Righter. Ask for 5BR5.

2⁰⁰

FOR THE BOY WITH HIS EYES ON THE FUTURE



12⁹⁸

**U.S. NAVY
POM POM GUN**
(4 to 12 years)

Pom! Pom! Pom! Hear the firing of double barrels! Gun operates on 2 motors. Gun area rotates 360 degrees. Hand wheel raises, lowers barrels which fire, recoil alternately. 19 inches. Less batteries. By Remco. Ask for 6BR2.

FIREBIRD "99" (3 to 10 years)

7⁹⁸

Remco

An automobile dashboard. 13 1/4 inches long. It works! Turn on ignition with key, operate windshield wiper; direction signals flash, horn blows, speedometer works. Happy travelling! Less batteries. By Remco. Ask for 6BR1.



8⁹⁸

DIALMASTER PHONE (3 years and up)
Billy's Mom had one in the kitchen, one in playroom! Flip dial, bell signals in opposite phone. Loud, clear. With conductor wire. Less batteries. By Remco. Ask for 6BR3.



3⁰⁰

**ELECTRIC
WOODBURNING SET**
(6 to 12 years)

Burn and paint plaques for your own room, or for presents. Instruction booklet, plaques, color chips, brush, etc. U.L. Approved Wonder Pen. By American Toy and Furniture. Ask for 6BR4.



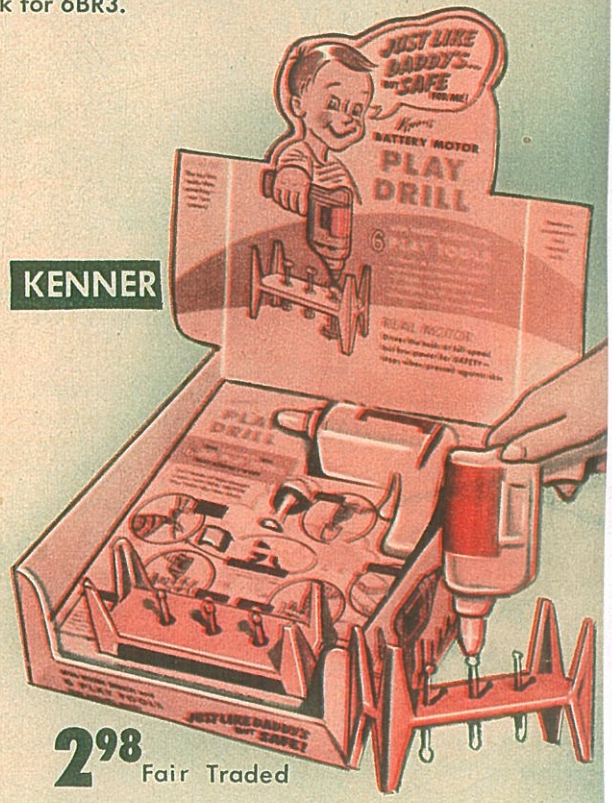
TOOL CHEST
(3 to 8 years)

Make yourself a soap-box derby car, or a bunk house in a tree! 17 piece set includes key-hole saw, hammer, much more! Sturdy steel chest. Project book. By American Toy and Furniture. Ask for 6BR5.

3⁰⁰

Without notice, all prices subject to change. In some sections of the South and West, some items slightly higher.

KENNER



2⁹⁸

Fair Traded

DURABLE PLASTIC PLAY DRILL (4 to 9 years)
Just like your Dad's but safe for you. Has work bench, 6 play tools. Mixes, "grinds," polishes, drives screws and bolts through toy work bench only. Battery driven motor. Less batteries. By Kenner. Ask for 6BR6.